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Telephone 67.

NEW MEXICO.

Thousands of post cards containing views and descriptive matter of this great Sunshine territory will be sent out tomorrow to all parts of the world. This is an advertising project for the new state which has been officially sanctioned by a proclamation of the governor.

The Evening Herald has contributed to this campaign by issuing today a special edition on the resources of New Mexico and of the largest city, Albuquerque.

Had space and time permitted, the Evening Herald would have liked nothing better than to publish something in detail from every county in the territory. This not being possible, we have secured from the secretary of the bureau of immigration a special article on the territory generally which endeavors to accurately and conscientiously tell the facts about the land of opportunity.

In the same manner a general report on Albuquerque, past, present and future, has been prepared. These, with other special articles, are designed to interest prospective residents and investors in New Mexico, and the Evening Herald asks the co-operation of New Mexico readers in placing these papers where they will do the most good.

The story of New Mexico resources, opportunities, public lands, farming, mining and industrial projects is an old one to most of us. But there are many people who would be numbered among the residents of the Sunshine state at this time did they but know what was here awaiting development.

From stock raising to agriculture, from mining to manufacture, there is no better field in the country today than this new state. The climate is ideal; conditions are ideal and the things we most need at this time are capital, brain, brawn and enterprise. These all exist here at present, but the field is so large that the supply is not half great enough.

It is to bring in these things which we need to develop our country that New Mexico has adopted Post Card day. It is to aid in this work that this paper has put out this edition, and it is only by the constant work of the people within New Mexico that we can eventually hope to bring in the factors that are needed to aid in our development. New Mexico has greater forests than any timber producing state in the union, greater coal fields than those of Pennsylvania, greater tracts of agricultural land subject to irrigation than any semi-arid state in the country; greater power projects where water is running to waste at present, than are not now utilized in the west; greater business openings and opportunities where smaller capital will go farther, than can be found the land over.

We have good schools, churches, modern homes, good roads and roads enough for many times our present population.

The facts as set forth in this edition are not distorted for the purpose of advertising. They are conservative, fair, honest and true in every essential. If you send copies of this edition to your friends in other parts of the country, you do so with the knowledge that you can safely count on the assertions made and that they are thereby induced to investigate the opportunities of this great southwestern country they will find conditions as they have been described.

FREE TRADE AND FARMERS.

It is rare that a man engaged in the running of plows and reaping of fields can figure a net return of many thousands for his year's work. If he has paid all expenses, kept up his property and added reasonable improvements he is in an exceptional class if he has cleared \$5,000 in cash at the end of the twelve months.

Should he reckon in a salary for himself, the profit would be correspondingly reduced. Working farmers are not found among plutocrats. The vast majority of agriculturists have but a moderate income, and they certainly earn it. Why they should have been selected as the starting point to break down a protective tariff is not easily comprehended. All Republican national platforms have advocated their protection. No Republican majority in either branch of congress has ever failed to vote for the maintenance of such protection. In the present congress, as in the last, a majority of Republicans has stood by the historical tariff principle.

part of the party.

In 1897 the Republican party regained control of all branches of the government, and retained it until March 1, 1901. Within this period of nearly fourteen years farming in this country advanced with unparallelled strides. The value of farm crops in the United States was four billion dollars in 1897 and nine billion dollars in 1910. This great stream of gold wealth was distributed among the farmers of all the states. They received good prices for their products and the value of their lands largely increased. Were their profits excessive? No one will say so who fairly weighs the average and counts the labor and energy demanded. The high cost of living can not be charged to extravagant profits for farmers. They have prospered since 1897, but what they have earned has come into millions of pocket. They are not rolling in wealth by any means. The Democratic free trade raid upon them is a wanton performance.

THE CORONATION.

The coronation ceremony has lost much of its sanctity. It is now chiefly a pageant that attracts trade and dollars to the country. It is an uneventful rite, but few most ancient things in history have lost caste in this modern democratic world. There were coronation services 1200 years ago in England and the crowning of a king meant a great deal in those days. It means little beyond dollars and some schemes today. The king is as much a king without a crown as with one, and he has but little political power in either case.

The coronation oath will not on Thursday next include a declaration offensive to the king's Catholic subjects. This change was brought about by parliament within the last year, and the new oath will be administered for the first time on Thursday. After the king has taken the oath and been crowned, then will the archbishop of Canterbury say to the assembled and invited spectators in the old aisle—Sirs, George, the undoubted King of this realm; wherefore all you who are come this day to do your homage and service, are you willing to do the same?"

The people signify their willingness and joy by hand and repeated acclamations, all with one voice crying out—"God save King George."

Then the trumpet shall sound:

At this and much more of the old ritual used at the coronation of Edward II will be repeated on Thursday, and George V will stand the crowned King of England. He will be anointed and presented with a Bible and the theatrical procession of the regalia received by Edward VII will be reproduced. As a spectacle the ceremony scarcely has a rival and its long-felt want in the British heart will be filled after the sanctity even of the whole affair has become largely meaningless.

A woman at Kansas City commented yesterday the other night because her 18-year-old son married a boy friend without consulting her. She needed him at home and thought he was selfish to leave her for a younger girl. It seemed a case of double-action selfishness. The young man was not as considerate as he might have been, but the mother was less considerate when she brought such a brayed into her son's home—when it often happens that people who accuse others of selfishness are themselves afflicted with the disease.

Evidently the president is not greatly alarmed over the demands made by the house for facts on the wood tax. Having no facts, the president cannot inform the house. It is somebody's next move.

San Benito, Texas, is going to have a suit made for President Taft from its first bale of cotton. It is evidently going to be a bonding suit, however, as the first bale only weighs 499 pounds.

It is somewhat of a reflection upon the parents of those children who are permitted to congregate in that Chicago court room to listen to the testimony in the See trial that such a thing is permitted.

The king and queen have rehearsed their coronation parts so thoroughly that if nothing happens to the spot-light the big show ought to go through without a hitch.

General Diaz arrived safely in Spain. If he will continue to reside somewhere over there his safety will be unquestioned.

The whittling of a stick in Texas yesterday caused a killing and a lynching. Those Texans have such nervous dispositions.

The only thing the Champ Clark Democrats can find against Woodrow Wilson is that he never split rails when he was a boy.

Even at 19 cents the average wool grower can make a fair profit out of this year's clip.

AUTO PARTY HAS
NARROW ESCAPE
FROM ANTELOPE'S
ATTACKS

Judge Edward A. Mann and Isaac Barth With Their Trusty Shot Gun and a Fish Pole Drive Animal Away.

WHITE MAN'S HOPE
IS MAKING GOOD

St. John's, N.M., June 17, 1911.
Editor Herald:

Our afternoon has just been called to a meeting in your paper in which it is stated that our party was still at Laguna on the 15th, that our trip would be abandoned, and that we had made three traps for Antelope on the trail. We can drive by a fellow whom we shot some gasoline and a monkey wrench that we were in St. John's on the 15th and you won't have to prove to anyone who knows us that we never made three traps in capture root.

Realizing that an anxious world awaits without for news from us dauntless matadors "we will endeavor to give a tale," as Danny Macpherson would say it.

We left Atsabeepa before any of our creditors were awake, on the morning of the 12th day of June, 1911, on board "The Recall," a 29-horse power Cadillac 1909 model. Besides a change of underwear and a corkscrew we had the following equipment:

- 2 rolls bedding
- 2 water bags and 1 canteen
- 14 gallons gasoline
- 2 gallons crankcase oil
- 10 lbs. cascade
- 1 copy of "The Door Knobber"
- 1 20-40 rifle
- 1 shotgun
- 2675 ft. fish line
- 4,561 fish hooks
- 2 dozen eggs
- 1 lb. bacon and camp biscuits
- And last but not least—one contract to supply New Mexico with two thousand pounds of fish.

We had heard a great deal about the impossibility of an automobile crossing the sand hills west of the Rio Grande, and therefore had made arrangements to have a team pull us over those hills. It was our intention to follow Westgaard's route. Toad, our soon after leaving Pecos, became apparent that he had taken it with him and left nothing but sand, and our car was soon stopped and stood in sand up to its differential. We hitched three horses to the car but the horses were unwilling in their refusal to even tighten the rope attached to the car, and after some effort and much exhortation upon the part of their driver they were returned to Pajero, their driver being instructed to bring some horses that would pull. In the meantime the writers walked ahead to inspect the road and while we were thus occupied Harrison, the colored bugler who made "Lafayette" sleepy and who is the white man's hope on this trip when the bugler doesn't actually just started the car and proceeded on its own power to the top of the hill through sand as deep as ever strayed a year or quenched the ardor of a "patriot."

As we reached the summit of the hill we heard the whistle at the shop in Almendariz knew its notice to all laborers in the city that 5 o'clock had come and all of us belonged to the union should close up shop. Through sand that was harder to get through than the flood resolution is to get through the senate we went for ten miles more and just as the sun went down we stopped at "La Posta" of the Rio Puerco. We had made 25 miles together and lost five pounds together.

The following morning was one a poet might have raved about and as the sun rose in all its splendor in the east we, full of hope and all salt water, headed "The Recall" toward the west. That morning the roads were not nearly so bad as the day before, but still we sighted far that boulevard called "Powder House Hill" and our trip was without incident save for a delay of some forty minutes in crossing an arroyo eleven miles west of Rio Puerco which some one has named after some man named Miranda without his consent, we know it must have been without his consent for we had sure that no self-respecting person would ever have consented to having such a peace-destroying place named after him. From this arroyo to El Rio on the Santa Fe the road was fairly good. At El Rio we met a fine gentleman who sold all our needs in his country as well as in the towns he extended to us. He informed us that the road from there to Laguna was a fine one and we would have no trouble in running the distance—four miles. We are grateful to that gentleman for his favors, but we are going to use his influence with the government to keep him off the good roads commission. It may be that the gentleman had a good road there but this was as someone has said all the drift sand in Valencia county on that road since he last saw the road. We finally got through without much trouble, but it is really remarkable that the automobile has been perfected to go through a place like that and we still marvel that we ever did it. Just as we got into Valencia—sixty miles west of Albuquerque on the Santa Fe, we learned of one of the rear springs of the car and the second commandment. We selected the place for the alteration. It was right in front of the blacksmith shop. The village blacksmith at Laguna is a good man with a poor forge and in trying to avoid the steel

spring he bent it so bad two inches of it had to be thrown away. We did not want the day to lag and it seemed impossible to do anything so we sent Alexander Hamilton Stephens Harrison on his way to Albuquerque to bring out the needed parts in the attempt. He did neither—he brought out some advice—not bad advice—through which medium we were enabled to gain on our broken spring and proceed on our

way. While Harrison was in Albuquerque we took a "Seeing Glasses" car and viewed the points of interest about the very interesting native mesa of Laguna. This pueblo is built on a mesa, its houses being built of stone plastered with adobe and the houses being built in tiers, one house on top of the other. The people living in the upper tier have a ladder which they climb to get to their house and which they pull in at night. The Indians live there practically in the same fashion that the ancestors did a hundred years ago although the government has a garrison there and the young generation speaks a little English and more American clothing. Like Albuquerque Laguna has its "Herald," and the one at Laguna was quite as interesting. At Sanderson the herald mounted the roofs of different houses at different parts of the town and at each made a series of announcements in a tone that could be heard all over the pueblo. Apparently he "carries some advertising" because an Indian told us that he was announcing the loss of two horses by an Indian of a neighboring pueblo. The Indians seemed industrious and prosperous, as did all those west of Laguna, and this year at least their industry has been regarded, as their raising wheat and growing corn testifies.

After leaving Laguna so far as the car was concerned, there was nothing to record. The engine never missed a stroke, and besides feeding it gasoline and tightening its grease cups it did not once require our attention.

The roads from Laguna to St. Julian were good, very good for natural roads upon which no work has been done, and for only 22 miles of the distance between these two points the road is as good as the road around the "keep." The rest of the road would run right along a flat surface.

Leaving McCarthy, which is something over eighty miles west of Albuquerque on the Santa Fe, we followed Westgaard's route directly south for 22 miles through a beautiful country heavily wooded with cedar, pine and pine, whose profusion of flowers and luxuriant growth of weeds and grasses bore strong testimony to the fertility of the soil. Here is an area consisting of thousands and tens of thousands of acres of fertile land which could in comfort support thousands of people and which will some day do so without a possibility of a doubt. It is apparently a country where dry farming could be profitably attempted and where natural cereal grain crops are indigenous.

Arriving at Angostura, about 22 miles south of McCarthy, we round a corner and see a small stream which is the headwaters of the Rio Grande. The water is clear and cold and its banks are rocky and rugged in outline and as beautiful in color and as grotesque in shape as are to be found anywhere, and the beauty of scenery and grandeur would make even the far-famed glens of the gods in comparison appear as insignificant as the vote against the constitution.

In the afternoon of the 15th we reached the Zuni Salt Lake. Here it located, if not one of the wonders of the world, at least the most interesting extinct volcano in the country. The salt used for military and stock purposes is all for the people living within a radius of one hundred miles taken from this lake. The lake is situated in a basin in the center of which is an extinct volcano. The crater is unbroken and arises to a height of about 200 feet above the surface of the lake. Descending into the crater about 100 feet we come to a circular lake of about 100 feet in diameter whose waters are as clear as crystal and as cool as ice. The lake is surrounded by salt flats and is impregnated with salt so that our little bodies floated upon its surface like cakes of Ivory soap in an Albuquerque bath tub. Creeping, of course, the like body of Harrison, which being too fat could not swim, and the like body of the bugler, who made "Lafayette" sleepy.

It has been erroneously stated that Judge McHugh and Mr. Dougherty are in our ranks. Judge McHugh was prevented from coming by the illness of his wife and it was impossible for Mr. Dougherty to come. Our party consists of the writers and Claude Grant Mann and Harrison, aforesaid.

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Read The Herald's Want Ad Page.

THIS HOUSE A LEADER
IN BOTH TERRITORIES

Consolidated Liquor Company One of the Business Organizations Which Has Won Commercial Pre-eminence for Albuquerque.

The pre-eminence of Albuquerque among the commercial cities of New Mexico and Arizona is unquestioned, and it is a fair assertion that the visible face of the Duke City has been rounded to a large extent upon the effective activities of local wholesale and distributing houses. In the broad ranks of these is the Consolidated Liquor Company, an organization which for more than a quarter of a century has held a place of recognition in its trade.

The Consolidated Liquor Company occupies a big two-story brick building of its own at the corner of First street and Copper avenue. This structure contains approximately 7,500 square feet of floor space, and in addition to this, the company maintains several large warehouses. The stocks include absolutely everything in fine wines, liquors, whiskies and liquors of all kinds. The standing of this house